

# Sustainability in Finnish Fur Breeding





Sustainability and transparency are becoming increasingly important in the fashion industry. Consumers are asking for more information on value chains: it is important for them to know how products they use everyday are being produced. The Finnish fur industry is transforming itself in the way it communicates to meet these consumer needs.

**FUR** is a recyclable and durable natural material which, properly preserved, can be used by several generations for decades – either as such or refashioned for the latest trends.

**GENUINE FUR** is plastic-free and biodegradable. Eventually real fur degrades at the same rate as an oak or willow tree leaf.

**TRACEABILITY** gives transparency to production, enabling materials to be traced back to their farm of origin. It also guides producers towards sustainability and continuous improvement.

**FINNISH FUR** can be traced back to its farm of origin using a bar code attached to each pelt at the farm. In the future, as technology develops, fur garments will also contain information on their material origins.

## Social Responsibility

**ANIMAL WELFARE** starts from the well-being of fur breeders. Finnish fur breeders are responsible entrepreneurs and significant local employers. Finnish Fur Breeders' Association offers its members training, events, support and services to help sustain the tradition of responsible fur farming in Finland.

There are several kinds of jobs in the fur industry that do not require personnel to speak the local language. Fur communities can therefore offer employment to immigrants, promoting social integration.

## Economic Responsibility

**FUR BREEDING** is economically significant for Finland, with industry sales revenue coming almost entirely from abroad. In the 2010s, fur farming has contributed an average of 500 million euros per annum in export revenues to Finland.

Thanks to tax revenue, many rural municipalities are thriving and capable of producing basic services for their local residents, such as childcare, care for the elderly and schools.

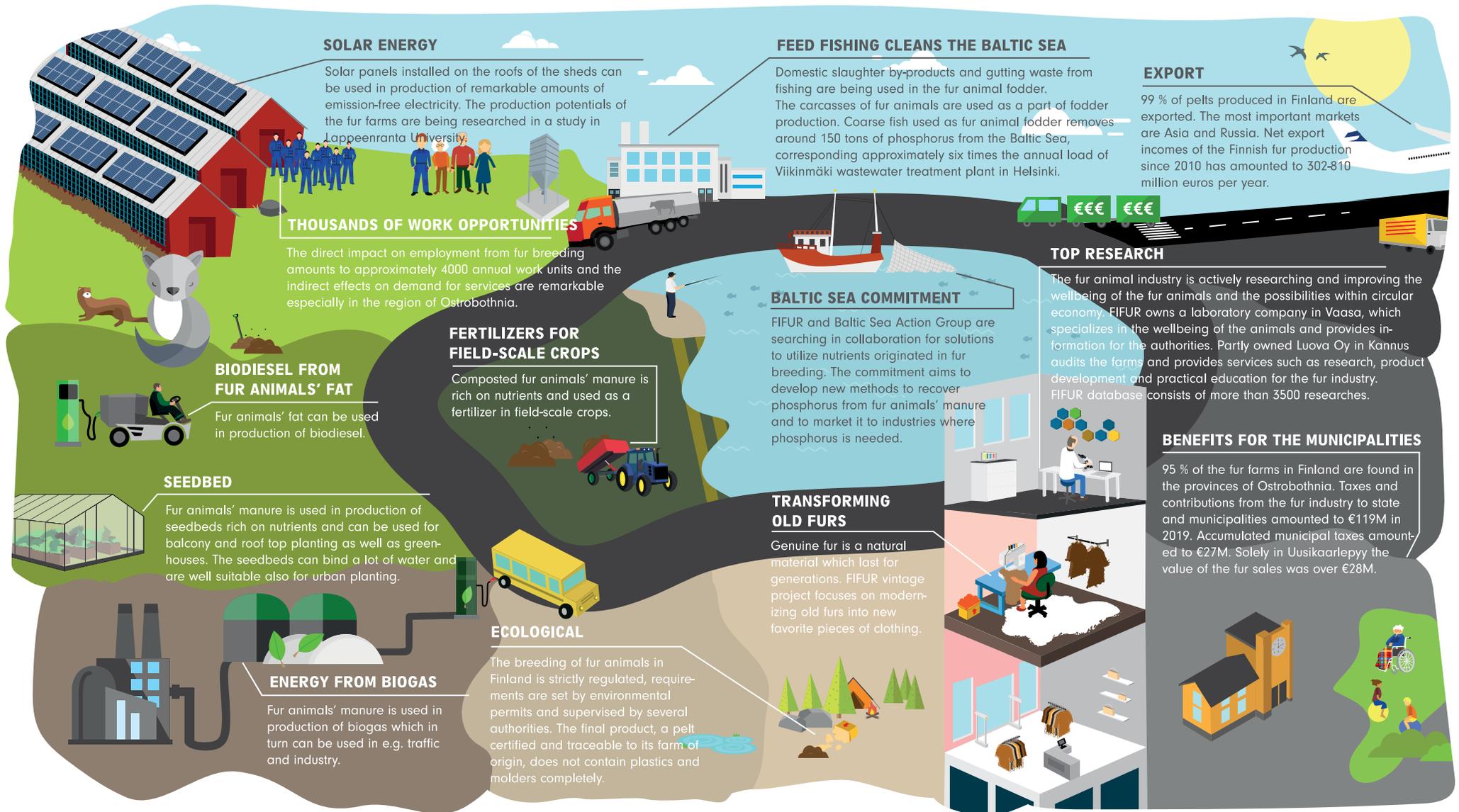
## Environmental Responsibility

**UNDER THE ENVIRONMENTAL PROTECTION ACT**, the rearing of fur animals is subject to an environmental permit. Environmental authorities carry out inspection visits to fur farms and monitor compliance with the conditions in the environmental permit. The permits for fur farms include the obligation to submit reports, which are followed up on by the authorities.

## Finnish fur breeding is supervised by several authorities:

- Regional State Administration Agencies
- Finnish Food Authority
- Centre for Economic Development, Transport and the Environment
- Tax Administration
- Supervising Veterinarian
- Building Control Committee
- Rescue Department

# The circular economy of the fur industry and its benefits for society



# What is FIFUR?

**THE FINNISH FUR BREEDERS' ASSOCIATION**, FIFUR, is the parent association for the Finnish fur industry and the representative and educational organization of its members. The association was founded in 1928, even though professional fur farming has existed in Finland for more than one hundred years.

**THE MISSION OF FIFUR** is to support the well-being of breeders, animals and the environment,

thereby safeguarding the future of fur farming. FIFUR also invests in research. The association's research database includes thousands of studies on fur animals and responsible breeding, dating back several decades. FIFUR has been certified by the ISO 9001 Quality Management System since 2014.



# Animal Welfare & Finnish Fur Certification

**ANIMAL** welfare is core to Finnish fur farming. The Finnish fur industry is a pioneer in the certification of fur farms worldwide. The Finnish fur farm certification system is the most comprehensive in the world, with farms only being granted certificates when all legal requirements and all certification criteria are met.

criteria and more than 80 inspection points. One important part of the certification system is WelFur, an animal welfare assessment protocol. It is based on an independent scientific Welfare Quality Protocol that focuses on the welfare of farmed animals. WelFur was acknowledged by the EU commission in 2019.

**THE** fur farm certification scheme includes 34 farm certification

**More information:**  
[fifur.fi/en](http://fifur.fi/en)

